

P. B. S.

PIONEER BROADCASTING SYSTEM



MARCH 22, 1950

SMITH COLLEGE

NORTHAMPTON, MASSACHUSETTS

THE PIONEER BROADCASTING SYSTEM BOARD

President Robert Raschig Vance

Secretary-Treasurer Edward Hopple

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Program Directors Eleanor Echikson, John Hubbard, Irving Wasserman

Members at Large:

Patricia Bradford Butler, Wayne Langill, Robert Bates,
Phillip Knowles

FORMAL OPENING OF THE PIONEER BROADCASTING SYSTEM

Chairman of the Opening Patricia Bradford Butler

Master of Ceremonies James Baldwin

Hostess Chairman Edith Clarke

Refreshment Chairman Jane Heitman

Decoration Chairman Mary Lou Wagman

Production Chairman Eleanor Echikson

Technical Chairman Robert Vance

Check Room Chairman Susan Tuttle

Invitation Chairman Marilyn Moss

FORMAL OPENING OF THE PIONEER BROADCASTING SYSTEM

The entire formal opening from seven until ten p.m. will be broadcast over the Pioneer Broadcasting System.

7:00 The University of Massachusetts Orchestra

Conductor: Ezra Shabas Vocalist: Grace Feener

7:30 Formal Presentation of the Pioneer Broadcasting System Charter by Robert R. Vance president of PBS to Patricia B. Butler, station manager of WCSR; Wayne Langill, station manager of WMUA and John Hubbard, production head of WAMF

7:45 Guest Speakers

Mayor Luke F. Ryan—representative of Governor Dever

Mr. F. Turner Cooke—production head WMAS, Springfield

Mr. A. L. Davis—general superintendent of Western Massachusetts Electric Company

Mr. David Rynne, Jr.—representative of MGM records

8:15 Station WAMF presents "Spotlight"

Dramatic Play entitled "Happiest Man on Earth" by Albert Maltz, adapted for radio by Robert Morgan

Announcer: Donald Finberg Producer: Robert Morgan

8:30 Station WMUA presents "Behind the Mike"

Accordianist: Louise Moncey

Announcer: John Nobile

Producer: Irving Wasserman

8:45 Station WCSR presents "Ballads and Bows"

Pianist: Pug Henry

Fashions: Rhoda Rosenthal

Announcer: Lois Goldberg

Producer: Eleanor Echikson

9:00 Refreshments will be served. James Baldwin, staff of WAMF, will conduct a roving mike program during which guests will be interviewed over the air. Entertainment will be furnished by Marilyn MacKay, staff of WCSR, Carol Joyce, staff of WCSR, the Smith College Smiffenpoofs and the Amherst College Freshman Octet.

L. to R.

Dignit.

① C. H. Ryan

② Vance

③ A. J. Davis

④ Robert Berger Davis

⑤ F. Turner Cooke

Pres. Cole

THE PIONEER BROADCASTING SYSTEM

Tonight is the formal opening of the Pioneer Broadcasting System which is the first direct line intercollegiate broadcasting network in the country. The Pioneer Broadcasting Network is composed of the student operated radio stations at Smith College, Amherst College and the University of Massachusetts. PBS gets its name from the Pioneer Valley area in which the three colleges are located.

The three stations, Amherst College's WAMF, WMUA at the University of Massachusetts and Smith College's WCSR seven miles away in Northampton, Massachusetts are linked by direct telephone connections for the daily three-way broadcasts. Through the medium of the PBS network a state university, a privately endowed men's college and a privately endowed women's college, all of which are residential, are joined together.

Programs over the Pioneer Broadcasting System reach approximately 9,000 college listeners. This project in intercollegiate co-operation brings the three colleges, which are geographical neighbors, closer together in interests and student life. On quiz programs students from the three colleges test wits against each other. Radio drama becomes more interesting when it can use actors from men's and women's colleges, and interview programs can have three college faculties to draw from. For music broadcasts the record libraries of the three stations are pooled giving a wider variety of popular and classical music from which to choose. Programming time is increased to 69 hours a week and a greater variety in programs is available as well as a greater market for advertisers. Also, through the work in the Pioneer Broadcasting System the station members totalling 350 students from the three stations are given an opportunity to gain experience which more nearly approximates that of professional radio.

L. Baldwin